

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-30 (canceled)

Claim 31 (previously presented): A system integration method executed by a programmable apparatus comprising:

- a. receiving input data, through a reader, from a user, said reader being capable of processing input and output from a smart card, wherein said input data comprises customer information, vehicle information, maintenance schedule information, coupon information, a personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
- b. entering supplemental data that are different from the input data, wherein said supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion;
- c. transmitting the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with prior maintenance services performed on a vehicle by a vehicle service entity associated with the data management system and wherein the incentives are at least in part

associated with recommended maintenance services to be performed on a the vehicle by a the vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, wherein the input data and the supplemental data are transmitted through a transmitting means that is selected from the group comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication;

- d. generating with a programmable apparatus response data from the data management system, based in part on the input data and the supplemental data, wherein said response data comprises recommended services, a savings amount during a visit, and total savings amount to date based on the prior maintenance service, and further wherein the data management system comprises a vehicle dealership management system;
- e. displaying data comprising the input data, the supplemental data, response data and pop up video clips, wherein the displayed data includes the selectively offered incentives;
- f. updating the input data based in part on the supplemental data and the response data;
- g. storing the updated input data, wherein the updated input data is stored using storing means that is selected from a group comprising a dealer database system and a portable data storage device, said portable data storage device further selected from a group comprising: a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device;
- h. checking access authorization of the input data from the user;
- i. selecting a language from a plurality of choices for use in any printed and displayed text; and

- j. printing the input data, supplemental data and the response data.

Claims 32-44 (cancelled)

Claim 45 (previously presented): A system integration method executed by a programmable apparatus comprising:

- a. receiving input data from a user;
- b. entering supplemental data that are different from the input data;
- c. transmitting the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with prior maintenance service performed on a vehicle by a vehicle service entity associated with the data management system and wherein the incentives are at least in part associated with recommended maintenance services to be performed on the vehicle by the vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;
- d. generating with a programmable apparatus response data from the data management system, based in part on the input data and the supplemental data;
- e. displaying data including the input data, the supplemental data and the response data, wherein the displayed data includes the selectively offered incentives and the response data comprises recommended services, a savings amount during a visit, and total savings amount to date based on the prior maintenance service;
- f. updating the input data based in part on the supplemental data and the response data;

- g. storing the updated input data; and
- h. selecting a language from a plurality of choices for use in any printed and displayed text.

Claims 46-59 (cancelled)

Claim 60 (previously presented): A method for a programmable apparatus comprising:

- a. storing and accessing information regarding vehicle dealership activities with a smart card system (SCS);
- b. communicating between a vehicle dealership management system (DMS) and the smart card system using a communication link between the SCS and DMS, the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with prior maintenance service performed on a vehicle by a vehicle service entity associated with the DMS and wherein the incentives are at least in part associated with recommended maintenance services to be performed on the vehicle by the vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer; and
- c. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives,
where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date based on the prior maintenance service and the SCS comprises:
 - 1. a plurality of smart cards,
 - 2. a smart card reader, adapted to read the smart cards,
 - 3. a data entry station, communicating with the smart card reader, and

4. a printer, communicating with the data entry station, and wherein the communication link is selected from the groups comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

Claim 61 (previously presented): A machine readable memory medium containing instructions which, when executed by a programmable apparatus, cause the apparatus to perform a system integration method, the method comprising:

- a. receiving input data, through a reader, from a user, said reader being capable of processing input and output from a smart card, wherein said input data comprises customer information, vehicle information, maintenance schedule information, coupon information, a personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
- b. entering supplemental data that are different from the input data, wherein said supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion;
- c. transmitting the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with prior maintenance service performed on a vehicle by a vehicle service entity associated with the data management system and wherein the incentives are at least in part associated with recommended maintenance services to be performed on the vehicle by the vehicle service entity associated with the data management system, wherein the incentives are selectively offered based

at least in part on a vehicle maintenance schedule for a customer, wherein the input data and the supplemental data are transmitted through a transmitting means that is selected from the group comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication;

- d. generating response data from the data management system, based in part on the input data and the supplemental data, wherein said response data comprises recommended services, a savings amount during a visit, and total savings amount to date based on the prior maintenance service, and further wherein the data management system comprises a vehicle dealership management system;
- e. displaying data comprising the input data, the supplemental data, response data and pop up video clips, wherein the displayed data includes the selectively offered incentives;
- f. updating the input data based in part on the supplemental data and the response data;
- g. storing the updated input data, wherein the updated input data is stored using storing means that is selected from a group comprising a dealer database system and a portable data storage device, said portable data storage device further selected from a group comprising: a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device;
- h. checking access authorization of the input data from the user;
- i. selecting a language from a plurality of choices for use in any printed and displayed text; and
- j. printing the input data, supplemental data and the response data.

Claims 62-74 (cancelled)

Claim 75 (previously presented): A machine readable memory medium containing instructions which, when executed by a programmable apparatus, cause the apparatus to perform a system integration method, the method comprising:

- a. receiving input data from a user;
- b. entering supplemental data that are different from the input data;
- c. transmitting the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with prior maintenance service performed on a vehicle by a vehicle service entity associated with the data management system and wherein the incentives are at least in part associated with recommended maintenance services to be performed on the vehicle by the vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;
- d. generating response data from the data management system, based in part on the input data and the supplemental data, the response data comprising recommended services, a savings amount during a visit, and total savings amount to date based on the prior maintenance service;
- e. displaying data including the input data, the supplemental data and the response data, wherein the displayed data includes the selectively offered incentives;
- f. updating the input data based in part on the supplemental data and the response data;
- g. storing the updated input data; and
- h. selecting a language from a plurality of choices for use in any printed and displayed text.

Claims 76-89 (cancelled)

Claim 90 (previously presented): A machine readable memory medium containing instructions which, when executed by a programmable apparatus, cause the apparatus to perform a system integration method, the method comprising:

- a. storing and accessing information regarding vehicle dealership activities with a smart card system (SCS);
- b. communicating between a vehicle dealership management system (DMS) and the smart card system using a communication link between the SCS and DMS, the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with prior maintenance service performed on a vehicle by a vehicle service entity associated with the DMS and wherein the incentives are at least in part associated with recommended maintenance services to be performed on the vehicle by the vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;
- c. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives,
where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date based on the prior maintenance service and the SCS comprises:
 - 1. a plurality of smart cards,
 - 2. a smart card reader, adapted to read the smart cards,
 - 3. a data entry station, communicating with the smart card reader, and
 - 4. a printer, communicating with the data entry station, and wherein

the communication link is selected from the groups comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

Claims 91-115 (cancelled)

Claim 116 (previously presented): A system integration method executed by a smart card system (SCS) comprising:

- a. receiving input data on a plurality of smart cards,
- b. reading the smart cards with a smart card reader,
- c. entering and displaying data on a data entry station, said data entry station communicating with the smart card reader,
- d. communicating with a dealer management system (DMS), the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with prior maintenance service performed on a vehicle by a vehicle service entity associated with the DMS and wherein the incentives are at least in part associated with recommended maintenance services to be performed on the vehicle by the vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date based on the prior maintenance service,
- e. printing data with a printer, said printer communicating with the data entry station, and
- f. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered

incentives.

Claims 117-119 (cancelled)

Claim 120 (previously presented): A system integration method executed by a smart card system (SCS) comprising:

- a. receiving input data on a plurality of smart cards,
- b. reading the smart cards with a smart card reader,
- c. entering and displaying data on a data entry station, said data entry station communicating with the smart card reader,
- d. printing data with a printer, said printer communicating with the data entry station,
- e. checking an access authorization of the input data from the user,
- f. displaying pop up video clips, and
- g. selecting a language from a plurality of choices for use in any printed and displayed text;

wherein the data entry station comprises a keyboard, a mouse, and at least one of a kiosk including a computer touch screen with an electronic keyboard and a PC computer with a display screen, and further where the SCS receives:

- a. inputted data comprising customer information, vehicle information, maintenance schedule information, coupon information, personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
- b. supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion; and
- c. response data comprising recommended services, a savings amount during a visit, and total savings amount to date based on prior maintenance

service;

and further where the SCS is adapted

- a. to store and access information regarding vehicle dealership activities;
- b. to generate data in a user session and store the generated data in the SCS, and to print and to display the generated data; and
- c. to receive input of supplemental data and store the inputted data in the SCS, and to print and display the inputted data; and
- d. to communicate with a dealer management system (DMS), the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with prior maintenance services performed on a vehicle by a vehicle service entity associated with the DMS and wherein the incentives are at least in part associated with recommended maintenance services to be performed on the vehicle by the vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, wherein the displayed data on the data entry station includes the selectively offered incentives.

Claims 121-130 (cancelled)

Claim 131 (previously presented): A machine readable memory medium containing instructions which, when executed by a smart card system (SCS), cause the SCS to perform a method comprising:

- a. receiving input data on a plurality of smart cards,
- b. reading the smart cards with a smart card reader,
- c. entering and displaying data on a data entry station, said data entry station communicating with the smart card reader,
- d. communicating with a dealer management system (DMS), the DMS

configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with prior maintenance service performed on a vehicle by a vehicle service entity associated with the DMS and wherein the incentives are at least in part associated with recommended maintenance services to be performed on the vehicle by the vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date based on the prior maintenance service,

- e. printing data with a printer, said printer communicating with the data entry station, and
- f. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives.

Claims 132-158 (cancelled).

Claim 159 (previously presented): The method of claim 45 where the receiving step comprises receiving input data with a reader capable of processing input and output from a portable information storage device.

Claim 160 (previously presented): The method of claim 45 where the transmitting step transmits with a transmitting means that is selected from the group comprising radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

Claim 161 (previously presented): The method of claim 45 where the input data comprises customer information, vehicle information, maintenance schedule information, and coupon information.

Claim 162 (previously presented): The method of claim 45 where the supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

Claim 163 (cancelled)

Claim 164 (previously presented): The method of claim 45 where the data management system comprises a vehicle dealership management system.

Claim 165 (previously presented): The method of claim 45 where the input data comprises a personal identification number (PIN).

Claim 166 (previously presented): The method of claim 45 where the input data comprises administrator data that permit functions to be performed that are reserved for a system administrator.

Claim 167 (previously presented): The method of claim 45 further comprising checking access authorization of the input data from the user.

Claim 168 (previously presented): The method of claim 45 where the storing step stores the updated input data with a portable data storage device selected from the group comprising a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device.

Claim 169 (previously presented): The method of claim 45 where the storing step stores the updated input data with a dealer database system.

Claim 170 (previously presented): The method of claim 45 further comprising displaying pop up video clips.

Claim 171 (previously presented): The method of claim 45 further comprising printing the input data, supplemental data, and the response data.

Claim 172 (previously presented): The method of claim 60 where:

- a. the DMS and SCS are adapted to access data stored on a smart card and store the accessed data in the DMS, and print and display the accessed data,
- b. the DMS and SCS are adapted to access data stored in the DMS and store the accessed data on the SCS, and to print and display the accessed data,
- c. the DMS and SCS are adapted to generate data in a user session and store the generated data in the DMS, and in the SCS, and to print and to display the generated data, and
- d. the SCS is adapted to receive input of supplemental data and store the inputted data in the DMS, and in the SCS, and to print and to display the inputted data.

Claim 173 (previously presented): The method of claim 60 where the data entry station comprises:

- a. a kiosk including a computer touch screen with an electronic keyboard,
- b. a keyboard, and
- c. a mouse.

Claim 174 (previously presented): The method of claim 60 where

- a. the data entry station is a PC computer with a display screen, a keyboard, and a mouse, and
- b. the communication link is the Internet.

Claim 175 (previously presented): The method of claim 60 where the SCS receives inputted data comprising customer information, vehicle information, maintenance schedule information, and coupon information.

Claim 176 (previously presented): The method of claim 60 where the SCS receives supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

Claim 177 (cancelled)

Claim 178 (previously presented): The method of claim 60 where the SCS receives input data comprising a personal identification number (PIN).

Claim 179 (previously presented): The method of claim 60 where the SCS receives input data comprising administrator data that permit functions to be performed that are reserved for a system administrator.

Claim 180 (previously presented): The method of claim 60 further comprising checking access authorization of the input data from the user.

Claim 181 (previously presented): The method of claim 60 where the SCS further comprises displaying means to display pop up video clips.

Claim 182 (previously presented): The medium of claim 75 where the receiving step comprises receiving input data with a reader capable of processing input and output from a portable information storage device.

Claim 183 (previously presented): The medium of claim 75 where the transmitting step transmits with a transmitting means that is selected from the group comprising radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

Claim 184 (previously presented): The medium of claim 75 where the input data comprises customer information, vehicle information, maintenance schedule information, and coupon information.

Claim 185 (previously presented): The medium of claim 75 where the supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

Claim 186 (cancelled)

Claim 187 (previously presented): The medium of claim 75 where the data management system comprises a vehicle dealership management system.

Claim 188 (previously presented): The medium of claim 75 where the input data comprises a personal identification number (PIN).

Claim 189 (previously presented): The medium of claim 75 where the input data comprises administrator data that permit functions to be performed that are reserved for a system administrator.

Claim 190 (previously presented): The medium of claim 75 where said method further comprises checking access authorization of the input data from the user.

Claim 191 (previously presented): The medium of claim 75 where the storing step stores the updated input data with a portable data storage device selected from the group comprising a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device.

Claim 192 (previously presented): The medium of claim 75 where the storing step stores the updated input data with a dealer database system.

Claim 193 (previously presented): The medium of claim 75 where said method further comprises displaying pop up video clips.

Claim 194 (previously presented): The medium of claim 75 where said method further comprises printing the input data, supplemental data, and the response data.

Claim 195 (previously presented): The medium of claim 90 where:

- a. the DMS and SCS are adapted to access data stored on a smart card and store the accessed data in the DMS, and print and display the accessed data,
- b. the DMS and SCS are adapted to access data stored in the DMS and store the accessed data on the SCS, and to print and display the accessed data,
- c. the DMS and SCS are adapted to generate data in a user session and store the generated data in the DMS, and in the SCS, and to print and to display the generated data, and
- d. the SCS is adapted to receive input of supplemental data and store the

inputted data in the DMS, and in the SCS, and to print and to display the inputted data.

Claim 196 (previously presented): The medium of claim 90 where the data entry station comprises:

- a. a kiosk including a computer touch screen with an electronic keyboard,
- b. a keyboard, and
- c. a mouse.

Claim 197 (previously presented): The medium of claim 90 where:

- a. the data entry station is a PC computer with a display screen, a keyboard, and a mouse, and
- b. the communication link is the Internet.

Claim 198 (previously presented): The medium of claim 90 where the SCS receives inputted data comprising customer information, vehicle information, maintenance schedule information, and coupon information.

Claim 199 (previously presented): The medium of claim 90 where the SCS receives supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

Claim 200 (cancelled)

Claim 201 (previously presented): The medium of claim 90 where the SCS receives input data comprising a personal identification number (PIN).

Claim 202 (previously presented): The medium of claim 90 where the SCS receives input data comprising administrator data that permit functions to be performed that are reserved

for a system administrator.

Claim 203 (previously presented): The medium of claim 90 where said method further comprises checking access authorization of the input data from the user.

Claim 204 (previously presented): The medium of claim 90 where the SCS further comprises displaying means to display pop up video clips.

Claims 205-216 (cancelled)

Claim 217 (previously presented): The method of claim 116 where the data entry station comprises:

- a. a kiosk including a computer touch screen with an electronic keyboard,
- b. a keyboard, and
- c. a mouse.

Claim 218 (previously presented): The method of claim 116 where the data entry station is a PC computer with a display screen, a keyboard, and a mouse.

Claim 219 (previously presented): The method of claim 116 where the SCS receives inputted data comprising customer information, vehicle information, maintenance schedule information, and coupon information.

Claim 220 (previously presented): The method of claim 116 where the SCS receives supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

Claim 221 (cancelled)

Claim 222 (previously presented): The method of claim 116 where the SCS receives input data comprising a personal identification number (PIN).

Claim 223 (previously presented): The method of claim 116 where the SCS receives input data comprising administrator data that permit functions to be performed that are reserved for a system administrator.

Claim 224 (previously presented): The method of claim 116 further comprising checking an access authorization of the input data from the user.

Claim 225 (previously presented): The method of claim 116 further comprising displaying pop up video clips.

Claim 226 (previously presented): The method of claim 116 where the SCS is adapted to store and access information regarding vehicle dealership activities.

Claim 227 (previously presented): The method of claim 116 where the SCS is adapted to generate data in a user session and store the generated data in the SCS, and to print and to display the generated data.

Claim 228 (previously presented): The method of claim 116 where the SCS is adapted to receive input of supplemental data and store the inputted data in the SCS, and to print and display the inputted data.

Claim 229 (previously presented): The medium of claim 131 where the data entry station comprises:

- a. a kiosk including a computer touch screen with an electronic keyboard,

- b. a keyboard, and
- c. a mouse.

Claim 230 (previously presented): The medium of claim 131 where the data entry station is a PC computer with a display screen, a keyboard, and a mouse.

Claim 231 (previously presented): The medium of claim 131 where the SCS receives inputted data comprising customer information, vehicle information, maintenance schedule information, and coupon information.

Claim 232 (previously presented): The medium of claim 131 where the SCS receives supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion.

Claim 233 (previously presented): The medium of claim 131 where the SCS receives response data comprising recommended services, a savings amount during a visit, and total savings amount to date.

Claim 234 (previously presented): The medium of claim 131 where the SCS receives input data comprising a personal identification number (PIN).

Claim 235 (previously presented): The medium of claim 131 where the SCS receives input data comprising administrator data that permit functions to be performed that are reserved for a system administrator.

Claim 236 (previously presented): The medium of claim 131 where said method further comprises checking an access authorization of the input data from the user.

Claim 237 (previously presented): The medium of claim 131 where said method further comprises displaying means to display pop up video clips.

Claim 238 (previously presented): The medium of claim 131 where the SCS is adapted to store and access information regarding vehicle dealership activities.

Claim 239 (previously presented): The medium of claim 131 where the SCS is adapted to generate data in a user session and store the generated data in the SCS, and to print and to display the generated data.

Claim 240 (previously presented): The medium of claim 131 where the SCS is adapted to receive input of supplemental data and store the inputted data in the SCS, and to print and display the inputted data.

Claims 241-242 (cancelled)

Claim 243 (previously presented): The system integration method of claim 45 where the customer incentive package is at least in part parameterized.

Claim 244 (previously presented): The method of claim 60 where the customer incentive package is at least in part parameterized.

Claim 245 (previously presented): The medium of claim 75 where the customer incentive package is at least in part parameterized.